

-CUTCO-

world's finest cutlery



NEW YORK

PARIS

ARTISANS-TECHNICIENS
AUX ETATS-UNIS

the company



◆ CUTCO ◆ ...the world's most modern cutlery plant



Wear-Ever

Cutco is a division of Wear-Ever, whose aluminum utensils have symbolized quality to American homemakers for over half a century.

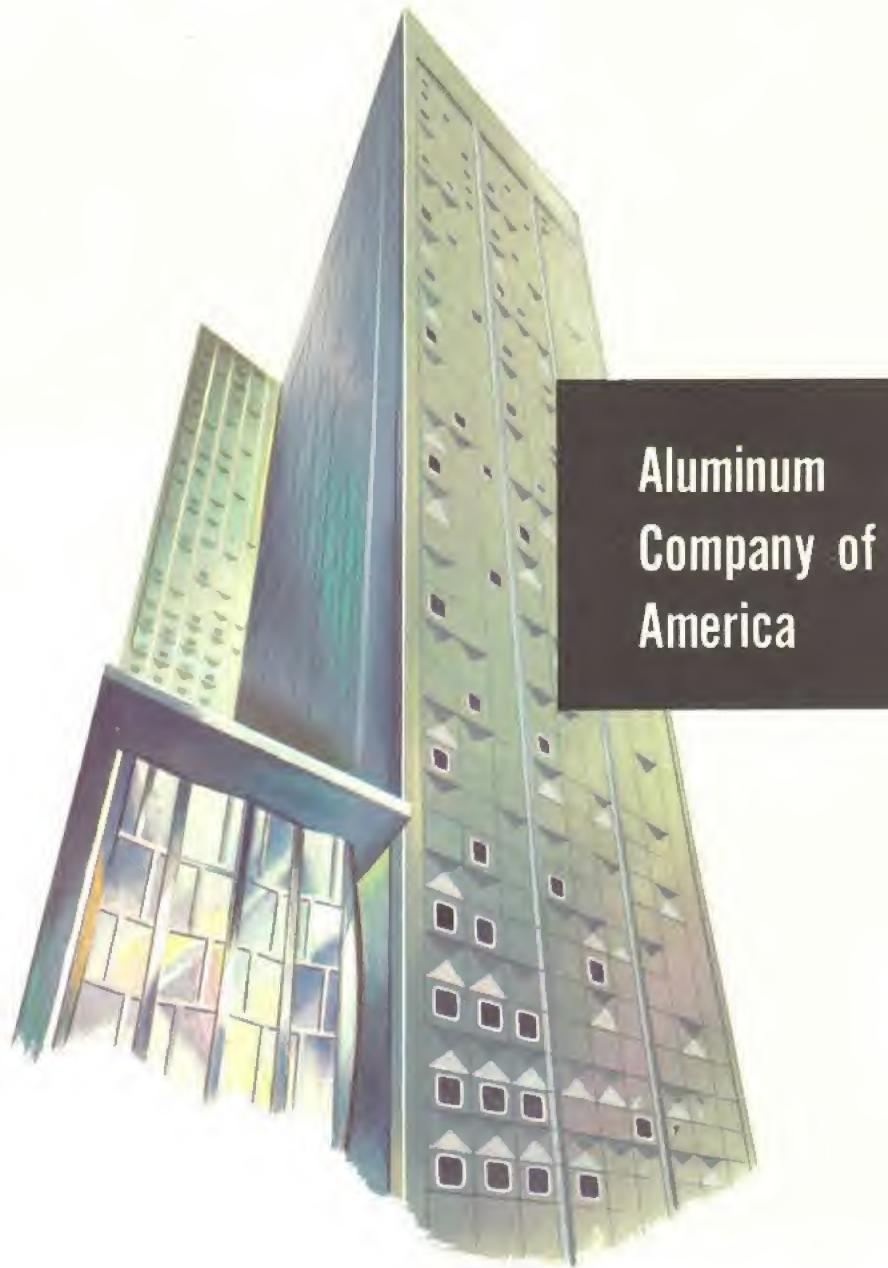
test kitchens

Tested and proved in the world famous Cutco-Wear-Ever experimental kitchens by expert home economists.



*backed by the
resources and
integrity of one
of the world's
leading
industrial groups...*

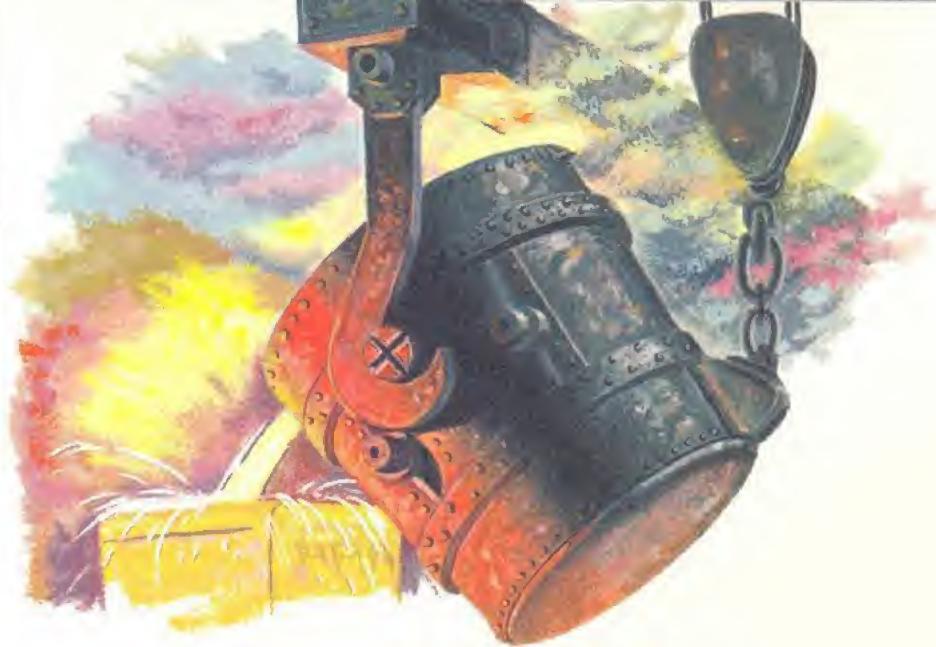
Alcoa



research

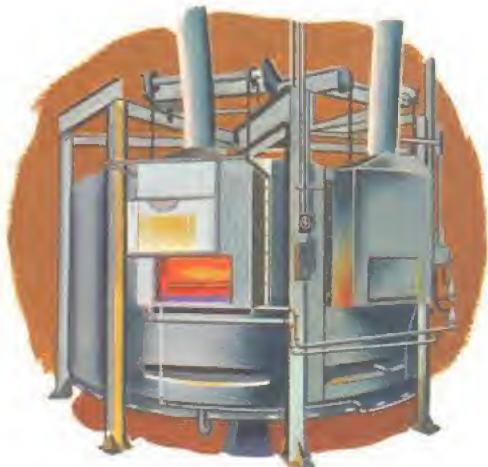
over twelve years of extensive research by an outstanding Metallurgical Research Laboratory was necessary to establish Cutco's finest quality.

the
steel



high carbon . . . stain resistant

Special formula steel made to exacting specifications combines the best two features of high carbon and stainless steel. Cutco takes and holds a fine edge and is resistant to staining. Solid steel all the way through —no plating to chip or wear off.



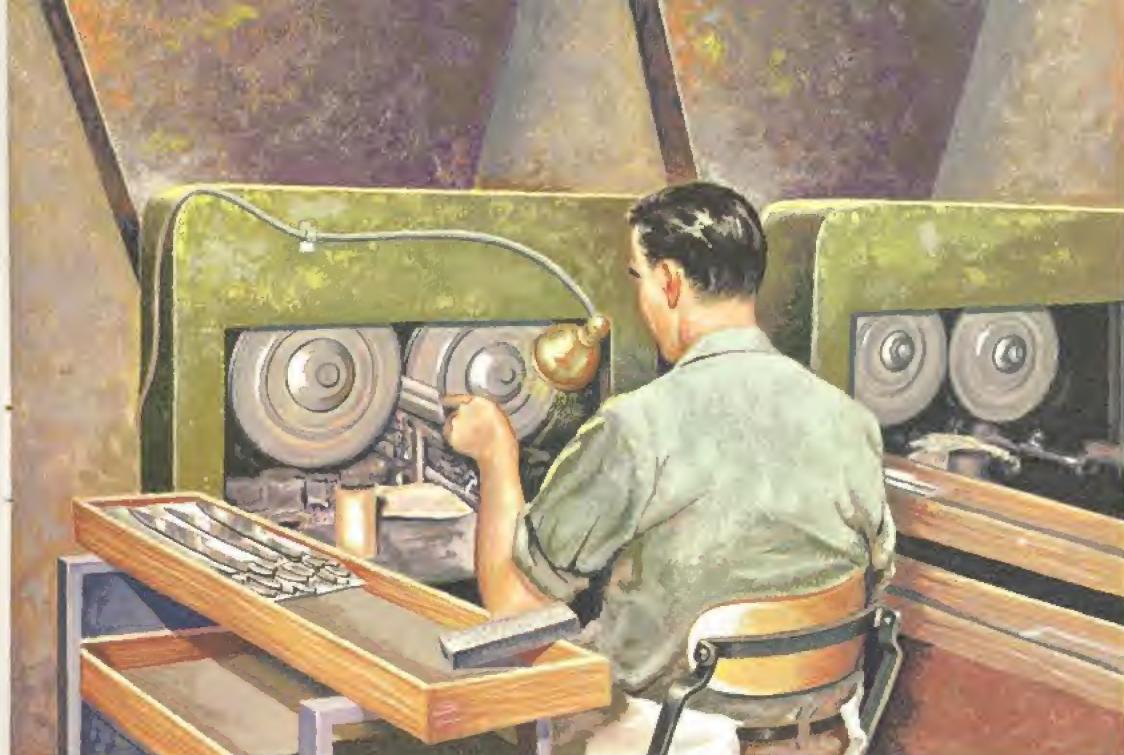
temper

Custom made heat treating furnaces provide the exact amount of temper (hardness) assuring maximum edge life in use.

Rockwell hardness tester



Cutco knives are subjected to rigid testing on the Rockwell Hardness Testing Machine, to insure they meet exacting specifications. Each Cutco knife must register 55-57 on the Rockwell Machine to pass inspection. Other cutlery may vary in hardness from the low 40's, which is too soft to hold an edge, to a range in the 60's, which is too brittle to be practical.



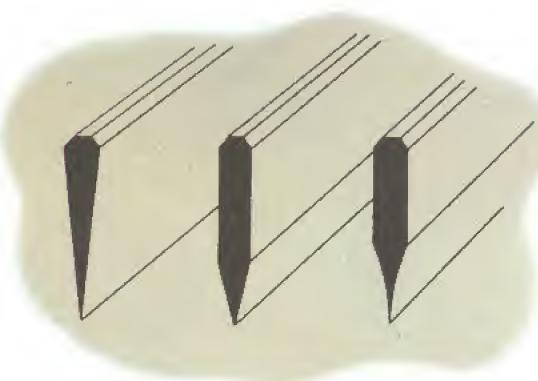
Skilled craftsmen carefully grind each knife to exacting tolerances on specially designed and patented machines. Final honing is individually done by hand.

Cutco concave

The patented process used in the Cutco Concave Grind provides an edge uniquely different from the most common grinds. Notice in the enlarged view on the right that the blade becomes thinner above the edge, thereby insuring the blade will never have to be reground. Just an occasional honing keeps a razor sharp edge.



the
grind



The three most common grinds found in other cutlery are pictured at the left. On each of these grinds the blade becomes thicker above the edge as the knife is sharpened. Eventually this means each blade must be reground.

The Cutco Lamb-Handled Honing Stone is designed with a proper 20° angle to give a perfect edge.





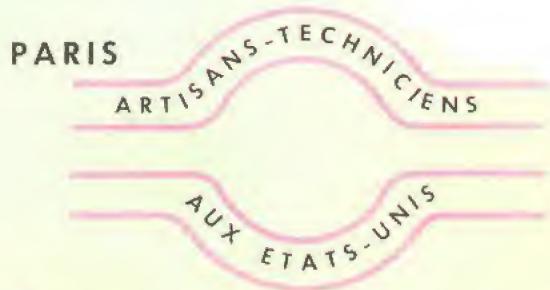
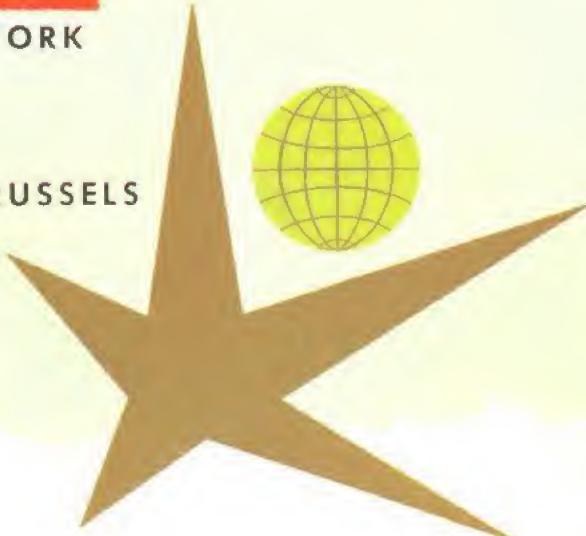
the patented *Lamb* wedge-lock handles

Over 700 pairs of human hands with their related grips and tensions were scientifically measured to bring you this revolution in handles. Cutco knives are now world famous and have won numerous awards for design, craftsmanship and utility. Only Cutco gives you "pin point" control cutlery.



world famous ◆CUTCO◆

BRUSSELS



- NEW YORK MUSEUM OF MODERN ART
- BRUSSELS WORLDS FAIR
- PARIS CRAFTSMANSHIP IN A CHANGING WORLD

the handle

full tang

The steel continues all the way through the handle, rather than the usual half tang. The forks and spatula have a pressurized insertion tang capable of withstanding a direct pull of over 200 pounds.

three rivets

of Nickel Silver instead of the usual two rivets securely lock the handle to the blade guaranteeing a tight, smooth, sanitary handle.

composition

Cutco handles are made from a hard rubber similar to the material used in a bowling ball. Will not shrink, warp, splinter or crack.



feel the difference



Feel the safety . . . between rigid ordinary handles which cramp your hand, and the smooth comfortable grip of a Cutco knife with its positive control.

◆◆cutco◆◆ *is the world's safest cutlery*

the uses



fruits and vegetables



*meats, fish
and poultry*



cooking



preparation and serving



baking



snacks and sandwiches

the product



paring knife

Specially designed to utilize maximum blade work area with a minimum of hand tension. Used for paring potatoes, apples, cucumbers, peaches, pears, turnips; for removing roots and stems from carrots, beets, rhubarb, radishes, spinach, cauliflower and celery; for scaling asparagus, trimming Brussels sprouts; pitting plums, peaches and nectarines.



trimmer

The ideal knife and the favorite among most housewives for slicing tomatoes, cucumbers, green peppers, peaches and pears; cutting and sectioning grapefruit; making celery curls, carrot sticks and cutting corn from the cob. Used also for scraping meats and fish and gashing the edges of meats before broiling.



turning fork

Used for bacon, liver, steaks, fried chicken and ham—and for serving meats and fish. Used in combination with the Carving Fork for lifting large roasts and fowl.



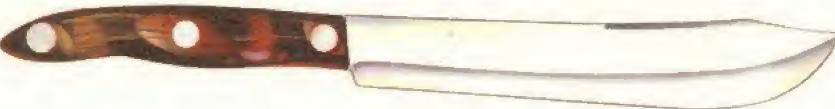
spatula

Just the right size and flexible enough to bend almost at a right angle without breaking. Use it for turning meat patties, fish, breaded meats, hot cakes, fried eggs—for icing cakes and cookies.



French chef's knife

The time-saving favorite of the kitchen expert. It's designed for chopping or dicing vegetables, fruits, nuts, meats. The handle allows plenty of space for knuckle clearance.



butcher knife

This heavy duty knife is well-balanced and will take care of even the most difficult cutting of short ribs from rib roast. It will cut lobsters, crawfish and codfish in a jiffy—and it's a cinch for disjointing chicken, turkey and duck. Use the back of the blade for tenderizing.



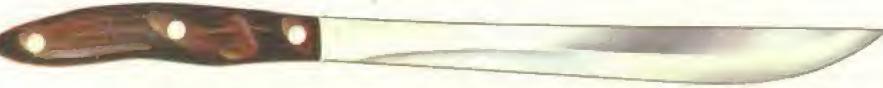
slicer

The long, flexible blade is the perfect knife for those thin, delicious slices of all boneless meats—for slicing all kinds of cheese; for cutting bread and sandwiches. Use it, too, for shredding cabbage and lettuce.



carving fork

An ideal companion tool for the Carving Knife, and also used for turning large roasts or turkeys. The graceful tines are sharp, and flared so they'll pierce the food and hold it securely.



carving knife

An attractive knife for the kitchen or to complement your dining table. This knife is a must for carving and serving standing ribs of beef, leg of lamb, pork loin, baked ham—and for carving turkey, chicken, duck and it is wonderful, too, for cutting cakes.

steak knife set





A matched set of tools used every day . . . within easy reach, makes food preparation, cooking and serving a pleasure.

kitchen tool set

Two knives designed to handle all carving at the table or in the kitchen. The matched fork is a perfect companion piece.

carving set

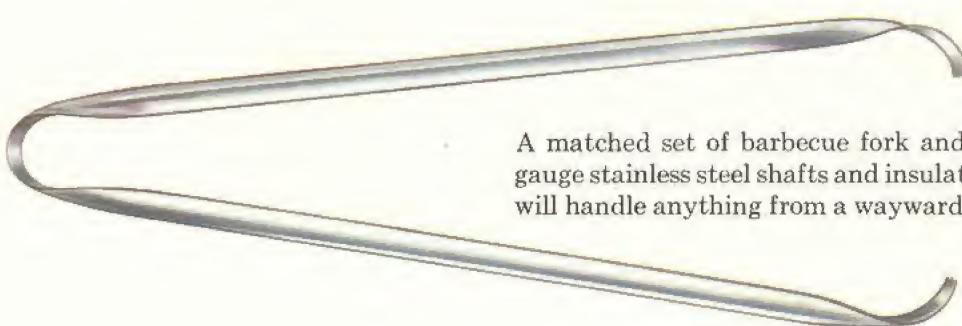
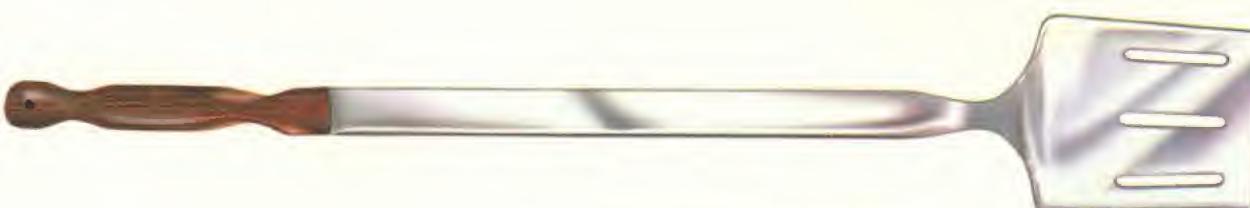




Hunting, Fishing, Picnicking
too—the perfect companion for
the sportsman.

sportsman's knife

barbecue tool set



A matched set of barbecue fork and turner with extra long heavy gauge stainless steel shafts and insulated handles. The sure grip tongs will handle anything from a wayward hot coal to an elusive ice cube.

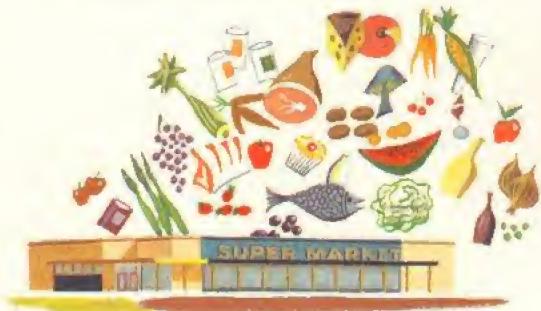
the comparative value



\$15,000 home



\$2,500 automobile



\$1,500
per year
for food



\$200—silverware
and dishes



\$200-\$300
stove



Now it really doesn't make sense to use two or three cheap, inefficient knives on such an important investment as the food for your family . . .

does it?



\$300 refrigerator



\$100
pots and
pans



WEAR-EVER ALUMINUM, INC.
NEW KENSINGTON, PENNSYLVANIA